

Sportspark

Revitalization Plan



COUNTY OF EL PASO
OFFICE OF COUNTY COMMISSIONER
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Sportspark History

- 2002- The County purchased the Sportspark using 2001 Capital Project Bond proceeds for \$2,200,509
- Improvements to date (Roof, HVAC, kitchen, fencing, bathrooms, entrance, parking, lighting, shade structures, concessions, work shop, etc.) \$1,077,205
- Total Capital Investment \$3,277,714

Sportspark History

- Financial History- Former Owner (1997-2001)
 - Net income of approx. \$131K annually
 - Gate Fee for all participants who entered park
 - \$2 and \$1 concession token (drives the sales model)
 - Alcohol, food sales, registration fees and commissions drove business model

Sportspark History

- Financial History – County Owned
 - County could not hold liquor license
 - outsourced alcohol sales (commissions from sales, lowered profit margin which used to offset operating costs)
 - Fee for all participants who entered park changed to not include players and coaches.
 - Admission fees reduced to \$1
 - \$1 concession tokens discontinued
 - no longer driving consumers to the concession stands (significant changes to the sales model)
 - Outsourced Concessions to private concessionaire for commissions
 - **No gross Alcohol sales, no gross food sales, registration fees and no commissions, business model fails to cover costs.**

Big League Dreams Proposal

- 2006- RFP was issued for Operation of Sportspark
- Dec. 2006- Bid awarded to Big League Dreams (BLD)
- April 2008- Contract negotiations commence
- June 2009- Contract with BLD terminated; differences encountered in final maximum cost of park renovation

Moving Forward

■ Research on Sportspark Privatization

- Other national companies (similar to BLD)
 - Example: Ripken Design, Sportsplex USA

■ Meeting with the Experts

- El Paso Diablos- Matt LeBranche
 - Best fields in El Paso
 - Great potential
 - Host Events- Car Shows, Festivals, Concerts
 - Seek Sponsorship

Moving Forward

- City of El Paso- Parks and Recreation
 - Improvements:
 - Infrastructure
 - Fee Structure
 - Seek Master Plan
 - Poor Layout
- Texas A&M Agrilife
 - Quality Grass
 - Superior Irrigations System
- Sportspark Management- Shawn Lehigh
 - Immediate changes in business model

Moving Forward

- Meeting with Constituents
 - Sportspark Meeting I
 - County Continue Park Management
 - Park Restoration
 - Financials Meeting
 - Constituents inquiring about Sportspark finances
 - Briefed by County Auditor explaining Sportspark financial history

- **After several staff meetings, County decides to begin Revitalization Plan**
 - Sportspark management to be determined
 - Immediate business decisions

Proposed Revitalization Plan

- Phase I- Immediate Restorations and Improvements
 - Restrooms
 - Batting Cages
 - Fence
 - Lighting (Dark Sky)
 - Scoreboards

Proposed Revitalization Plan

- **Phase II- Configuration and Design**
 - Clubhouse
 - Upper- Restaurant/ Bar
 - Lower- Concession, Pro Shop, Locker Room
 - New Restrooms
 - Office Relocation
 - Parking Expansion
 - Maintenance Shop (relocate)
 - Entrance Ramp (ADA)
 - Back Stairway
 - Rock Fence
 - Bleachers
 - Field Redesign
 - Aaron, Mays, and Clemente Fields

Proposed Revitalization Plan

- **Phase III- New Development**
 - Playground Area
 - Splash Park?
 - *Fast* Soccer Fields?
 - Skate Park?
 - Playground and Track?
 - Additional Concession (near Mickey Mantel Field and Tee-ball fields)
 - Exit Redesign
 - Walkway Improvement
 - Administrative Offices

Proposed Revitalization Plan

- **Management Enhancement**
 - Administrative Offices (near Gate)
 - Gate Fees
 - Season Pass
 - \$2 fee, \$1 concessionaire token
 - Gate Operations
 - Close Tee-Ball Entrance
 - Surveillance
 - Concession Negotiations
 - Tournament Business Plan
- **Other Projects**
 - Events
 - Festivals
 - Car Shows
 - Concerts
 - Outside Theatre

Community Feedback

- Survey- Please take a few minutes to fill out
- Questions or Concerns